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ADVERTISING VOLUME

IN THE UNITED STATES

1948-1985

These figures represent all expenditures--
national, regional, local and include
commissions, talent and production costs.

Source: McCann-Erickson, Inc.
May 1986

Television Bureau of Advertising, Inc. · 477 Madison Avenue · New York, NY 10022 · 212 486-1111

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

Medium	Millions of Dollars							
	1948	1949	1950	1951	1952	1953	1954	1955
Newspapers								
total	1,745	1,911	2,070	2,251	2,464	2,632	2,685	3,077
national	379	463	518	529	537	606	607	712
local	1,366	1,448	1,552	1,722	1,927	2,026	2,078	2,365
Magazines								
total	477	458	478	535	575	627	629	691
weeklies	258	245	261	297	325	351	363	397
women's	133	129	129	143	149	158	152	161
monthlies	86	84	88	95	101	118	114	133
Farm Publications	56	55	58	64	70	71	71	72
Television								
total	-	58	171	332	454	606	809	1,035
network	-	30	85	181	256	320	422	550
spot	-	9	31	70	94	145	207	260
local	-	19	55	81	104	141	180	225
Radio								
total	562	571	605	606	624	611	559	545
network	211	203	196	180	162	141	114	84
spot	121	123	136	138	141	146	135	134
local	230	245	273	288	321	324	310	327
Direct Mail	689	756	803	924	1,024	1,099	1,202	1,299
Business Papers	251	248	251	292	365	395	408	446
Outdoor								
total	132	131	142	149	162	176	187	192
national	89	88	96	101	109	119	126	130
local	43	43	46	48	53	57	61	62
Miscellaneous								
total	958	1,022	1,122	1,267	1,402	1,523	1,600	1,793
national	522	557	608	696	767	846	899	1,002
local	436	465	514	571	635	677	701	791
Total								
national	2,795	2,990	3,260	3,710	4,100	4,515	4,820	5,380
local	2,075	2,220	2,440	2,710	3,040	3,225	3,330	3,770
GRAND TOTAL	4,870	5,210	5,700	6,420	7,140	7,740	8,150	9,150

Source: McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

Medium	Millions of Dollars							
	1956	1957	1958	1959	1960	1961	1962	1963
Newspapers								
total	3,223	3,268	3,176	3,526	3,681	3,601	3,659	3,780
national	754	768	724	773	778	744	722	702
local	2,469	2,500	2,452	2,753	2,903	2,857	2,937	3,078
Magazines								
total	758	777	734	832	909	895	942	1,002
weeklies	440	451	425	479	525	508	519	540
women's	166	165	151	168	184	187	200	218
monthlies	152	161	158	185	200	200	223	244
Farm Publications	73	71	67	71	66	62	65	66
Television								
total	1,225	1,286	1,387	1,529	1,627	1,691	1,897	2,032
network	643	690	742	776	820	887	976	1,025
spot	329	352	397	486	527	548	629	698
local	253	244	248	267	280	256	292	309
Radio								
total	567	618	620	656	693	683	736	789
network	60	63	58	44	43	43	46	56
spot	161	187	190	206	222	220	233	243
local	346	368	372	406	428	420	457	490
Direct Mail	1,419	1,471	1,589	1,688	1,830	1,850	1,933	2,078
Business Papers	496	568	525	569	609	578	597	615
Outdoor								
total	201	199	192	193	203	180	171	171
national	136	134	130	130	137	122	115	115
local	65	65	62	63	66	58	56	56
Miscellaneous								
total	1,948	2,012	2,020	2,206	2,342	2,320	2,430	2,567
national	1,111	1,169	1,184	1,280	1,364	1,366	1,437	1,520
local	837	843	836	926	978	954	993	1,047
Total								
national	5,940	6,250	6,340	6,855	7,305	7,315	7,695	8,120
local	3,970	4,020	3,970	4,415	4,655	4,545	4,735	4,980
GRAND TOTAL	9,910	10,270	10,310	11,270	11,960	11,860	12,430	13,100

Source: McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

Medium	Millions of Dollars							
	1964	1965	1966	1967	1968	1969	1970	1971
Newspapers								
total	4,120	4,426	4,865	4,910	5,232	5,714	5,704	6,167
national	773	784	887	846	889	943	891	972
local	3,347	3,642	3,978	4,064	4,343	4,771	4,813	5,195
Magazines								
total	1,074	1,161	1,254	1,245	1,283	1,344	1,292	1,370
weeklies	583	610	658	651	657	662	617	626
women's	231	269	280	282	284	308	301	340
monthlies	260	282	316	312	342	374	374	404
Farm Publications	66	71	70	68	68	64	62	57
Television								
total	2,289	2,515	2,823	2,909	3,231	3,585	3,596	3,534
network	1,132	1,237	1,393	1,455	1,523	1,678	1,658	1,593
spot	806	892	988	988	1,131	1,253	1,234	1,145
local	351	386	442	466	577	654	704	796
Radio								
total	846	917	1,010	1,048	1,190	1,264	1,308	1,445
network	59	60	63	64	63	59	56	63
spot	256	275	308	314	360	368	371	395
local	531	582	639	670	767	837	881	987
Direct Mail	2,184	2,324	2,461	2,488	2,612	2,670	2,766	3,067
Business Papers	623	671	712	707	714	752	740	720
Outdoor								
total	175	180	178	191	208	213	234	261
national	117	120	118	126	137	138	154	172
local	58	60	60	65	71	75	80	89
Miscellaneous								
total	2,773	2.985	3,257	3,304	3,552	3,814	3,848	4,079
national	1,630	1,745	1,896	1,909	2,020	2,131	2,126	2,201
local	1,143	1,240	1,361	1,395	1,532	1,683	1,722	1,878
Total								
national	8,720	9,340	10,150	10,210	10,800	11,400	11,350	11,755
local	5,430	5,910	6,480	6,660	7,290	8,020	8,200	8,945
GRAND TOTAL	14,150	15,250	16,630	16,870	18,090	19,420	19,550	20,700

Source: McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

Medium	Millions of Dollars							
	1972	1973	1974	1975	1976	1977	1978	1979
Newspapers								
total	6,938	7,481	7,842	8,234	9,618	10,751	12,214	13,863
national	1,062	1,049	1,105	1,109	1,342	1,472	1,541	1,770
local	5,876	6,432	6,737	7,125	8,276	9,279	10,673	12,093
Magazines								
total	1,440	1,448	1,504	1,465	1,789	2,162	2,597	2,932
weeklies	610	583	630	612	748	903	1,158	1,327
women's	368	362	372	368	457	565	672	730
monthlies	462	503	502	485	584	694	767	875
Farm Publications	59	65	72	74	86	90	104	120
Television								
total	4,091	4,460	4,854	5,263	6,721	7,612	8,955	10,154
network	1,804	1,968	2,145	2,306	2,857	3,460	3,975	4,599
spot	1,318	1,377	1,497	1,623	2,154	2,204	2,607	2,873
local	969	1,115	1,212	1,334	1,710	1,948	2,373	2,682
Radio								
total	1,612	1,723	1,837	1,980	2,330	2,634	3,052	3,326
network	74	68	69	83	105	137	147	161
spot	402	400	405	436	518	546	620	667
local	1,136	1,255	1,363	1,461	1,707	1,951	2,285	2,498
Direct Mail	3,420	3,698	4,054	4,124	4,786	5,164	5,987	6,653
Business Papers	781	865	900	919	1,035	1,221	1,400	1,575
Outdoor								
total	292	308	309	335	383	418	466	540
national	192	200	203	220	252	290	307	355
local	100	108	106	115	131	128	159	185
Miscellaneous								
total	4,577	4,932	5,248	5,506	6,652	7,388	8,555	9,633
national	2,428	2,562	2,746	2,841	3,431	3,849	4,435	4,992
local	2,149	2,370	2,502	2,665	3,121	3,539	4,120	4,641
Total								
national	12,980	13,700	14,700	15,200	18,355	20,595	23,720	26,695
local	10,230	11,280	11,920	12,700	14,945	16,845	19,610	22,085
GRAND TOTAL	23,210	24,980	26,620	27,900	33,300	37,440	43,330	48,780

Source: McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

Medium	Millions of Dollars							
	1980	1981	1982	1983	1984	1985	1986	1987
Newspapers								
total	14,794	16,528	17,694	20,582	23,522	25,170		
national	1,963	2,259	2,452	2,734	3,081	3,352		
local	12,831	14,269	15,242	17,848	20,441	21,818		
Magazines								
total	3,149	3,533	3,710	4,233	4,932	5,155		
weeklies	1,418	1,598	1,659	1,917	2,224	2,297		
women's	782	853	904	1,056	1,209	1,294		
monthlies	949	1,082	1,147	1,260	1,499	1,564		
Farm Publications	130	146	148	163	181	186		
Television								
total	11,416	12,764	14,489	16,489	19,498	20,533		
network	5,130	5,575	6,210	7,017	8,526	8,285		
spot	3,269	3,746	4,364	4,827	5,488	6,004		
syndicated barter	50	75	150	300	400	530*		
local	2,967	3,368	3,765	4,345	5,084	5,714		
Cable TV								
total	58	122	227	353	572	767		
national	50	105	195	303	492	637		
local	8	17	32	50	80	130		
Radio								
total	3,702	4,230	4,670	5,210	5,817	6,490		
network	183	230	255	296	320	365		
spot	779	879	923	1,038	1,197	1,335		
local	2,740	3,121	3,492	3,876	4,300	4,790		
Direct Mail	7,596	8,944	10,319	11,795	13,800	15,500		
Business Papers	1,674	1,841	1,876	1,990	2,270	2,375		
Outdoor								
total	578	650	721	794	872	945		
national	364	419	465	512	562	610		
local	214	231	256	282	310	335		
Miscellaneous								
total	10,453	11,672	12,726	14,241	16,356	17,629		
national	5,478	6,138	6,718	7,317	8,441	9,021		
local	4,975	5,534	6,008	6,924	7,915	8,608		
Total								
national	29,815	33,890	37,785	42,525	49,690	53,355		
local	23,735	26,540	28,795	33,325	38,130	41,395		
GRAND TOTAL	53,550	60,430	66,580	75,850	87,820	94,750		

*TvB estimate
Source: McCann-Erickson, Inc.